

### **REMARKS**

The following Remarks are in response to the Office action mailed January 25, 2008. Claims 1, 5, and 9 have been amended. Claim 3 has been canceled without prejudice. Claims 1-2 and 4-9 remain pending in the application. Applicant appreciates Examiner's careful review of the present application.

Applicant respectfully submits that all the hitherto pending claims are now placed in condition for allowance. Detailed reasons for allowance are as follows:

#### ***Claim Rejections Under 35 U.S.C. § 102***

Claims 1-9 were rejected under 35 U.S.C. 102(e) as being anticipated by Choe et al. (US PG Pub. 2002/0069082, hereinafter referred to as "Choe").

In response, applicant has amended claims 1 and 5 by incorporating additional limitations thereto. Support for the amendments can be found in the specification, for example see paragraphs [0022] and [0024], as originally filed. In addition, claim 3 has been canceled without prejudice. Applicant requests reconsideration and removal of the rejections and allowance of claims 1-2 and 4-9. The following remarks are responsive to the rejections:

#### **Claims 1-4**

Claim 1, as amended, recites in part:

‘...the application server comprising:

***a product price information maintaining module for determining a price for each customer’.***

Applicant submits that Choe does not disclose, teach, or otherwise suggest the invention having the above-highlighted feature as set forth in amended claim 1.

Choe discloses an electronic commerce system that includes a database server for storing various kinds of information, a web server for operating an on-line web site for e-commerce, and an information acquisition server for acquiring various kinds of information (See paragraph [0043] and FIG. 1). Choe further discloses the database server is configured to store information relating to respective dealing companies, information of orders placed by the respective dealing companies, information about respective dealing companies, credit information of the respective dealing companies, information of respective sales products, and information of an order control for each situation (see paragraphs [0015] and [0017]). In addition, Choe discloses a divisional order processing server configured to process each scheduled order to perform a partial product shipment at prescribed times, and to register to a temporary order storage unit, wherein the divisional order processing server is coupled to the web server, the database server, and a warehouse network configured to manage a warehouse (see claim 14).

According to the disclosures, the database server of Choe stores various kinds of information including customer data, product data, and purchase order data. That is, it is apparent that the function of the database server corresponds to the database of claim 1. Furthermore, applicant acknowledges the web server of Choe can also operate an on-line web site for e-commerce, which may include a purchase order management performed by the application server of claim 1. However, the claimed “product price information maintaining module” of claim 1 is not disclosed or suggested at all by Choe. The product price information maintaining module is embodied in the application server, and configured for *determining a price for each customer*, which is not performed by the web server or the divisional order processing server. In particular, the price information of products are not included the various kinds of information disclosed by Choe. Accordingly, applicant submits that Choe fails to disclose or teach the feature of “the application server comprising ***a product price information maintaining module for determining a price for each customer***,” as recited in amended claim 1 of the present application.

In addition, claim 1, as amended, recites in part:

*‘a customer complaints managing module for managing customer complaints, deferring shipments, enquiring whether the customer agrees to reproduce of the products, and informing a relevant workshop to reproduce the products’.*

Applicant submits that Choe does not disclose, teach, or otherwise suggest the invention having the above-highlighted feature as set forth in amended claim 1.

Choe discloses an order control server configured to gather information about ordered items inputted through the web server and the respective order errors stored in the database server so as to determine whether the error of the corresponding order is correct, and to carry out a selective order control in accordance with the determination (see paragraph [0015]).

As stated above, the order control server of Choe can determine whether an order is correct by checking the order for errors, and can carry out a selective order control according to the determination. It is apparent that the order control server cannot manage customer complaints, such as determining whether a customer agrees with the order or not. However, the claimed “customer complaints managing module,” of amended claim 1, embodied in the application server can manage customer complaints and defer shipments, and further can enquire whether the customer agrees to reproduce of the products, so as to inform a relevant workshop to reproduce the products, as recited in amended claim 1. These features are key to properly manage a purchase order, so as to satisfy customer’s demands. Accordingly, applicant submits that Choe fails to disclose or teach the feature of *“a customer complaints managing module for managing customer complaints, deferring shipments, enquiring whether the customer agrees to reproduce of the products, and informing a relevant workshop to reproduce the products,”* as recited in amended claim 1 of the present application.

In conclusion, applicant submits that the application server of amended claim 1 is patentably distinct from any of the web server, the divisional order processing server and the order control server disclosed by Choe.

For at least the above reasons, Choe fails to disclose, teach, or even suggest the present invention having the above-highlighted features as set forth in amended claim 1. Accordingly, applicant submits that amended claim 1 is not only novel under 35 U.S.C. §102(e) over Choe, but also unobvious and patentable under 35 U.S.C. §103 over Choe. Reconsideration and removal of the rejection and allowance of amended claim 1 are requested.

Claims 2 and 4 depend directly from amended independent claim 1, and respectively recite additional subject matter. Thus claims 2 and 4 should also be allowable.

Claim 3 has been canceled without prejudice, therefore the rejection relating thereto is now moot.

#### **Claims 5-9**

Claim 5, as amended, recites in part:

*‘determining whether the product has price information, and if the product has price information, acquiring the product’s price;*

[... and]

*enquiring whether the customer agrees to reproduction of the products; and informing a relevant workshop to commence producing the products if the customer agrees to reproduction of the products.’”*

Amended claim 5 is a method claim corresponding to the system for purchase order management of claim 1. Referring to and incorporating herein the above-stated reasons regarding the patentability of amended claim 1, applicant submits that, for similar reasons, Choe does not disclose, teach, or otherwise suggest the present

invention having the above-highlighted features as set forth in amended claim 5. Accordingly, amended claim 5 is not only novel under 35 U.S.C. §102(e) over Choe, but also unobvious and patentable under 35 U.S.C. §103 over Choe. Reconsideration and removal of the rejection and allowance of amended claim 5 are requested.

Claims 6-9 depend directly from independent claim 5, and respectively recite additional subject matter. Thus claims 6-9 should also be allowable.

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### CONCLUSION

Applicant submits that the foregoing Amendment and Response place this application in condition for allowance. If Examiner believes that there are any issues that can be resolved by a telephone conference, or that there are any informalities that can be corrected by an Examiner's amendment, please call the undersigned at 714.626.1224.

Respectfully,

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By /Frank R. Niranjana/ Date: April 23, 2008

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